

simplifying **SMS**

5432 Any Street West
Townsville, State 54321
555.543.5432 ph
555.543.5433 fax
www.yourwebsitehere.com



simplifying **SMS**

Your Ultimate Guide to Mobile Marketing



Get Started

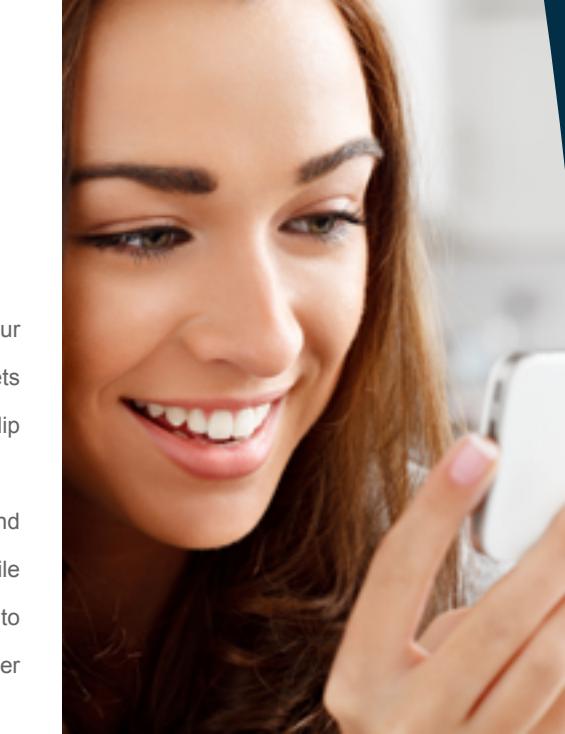
HOW TO MARKET THE USER WHILE NOT INTRUDING IN THEIR DAY-TO-DAY LIVES?

Identify your users: First and foremost see what and who are using devices as it pertains to your business. For example if you have mostly families in your establishment but only the teenagers are on the phones regularly it would not make sense to market to the grandparents.

Set Realistic Expectations: If you are just getting started in Mobile Marketing it will help determine if your efforts are working. For example, if you're looking to start an SMS campaign, a good first goal would be to

build your opt-in database. If you'd like to optimize your site for mobile, consider starting with the content assets that drive the most leads to your site as a way to dip your toe in the mobile waters.

Create a Test Base: Use your friends, family, and loyal customers to test your new campaigns. Mobile requires customization, and a short test phase to establish good points of feed back and create a better user experience.



Top Tips For Successful Marketing Messages

- DON'T USE TEXT SPEAK
- KEEP IT SIMPLE CONCISE AND CLEAR
- TELL YOUR AUDIENCE WHO YOU ARE
- HAVE A STRONG 'CALL TO ACTION'
- USE AN ATTENTION GRABBER

Understand Mobile's Limitations

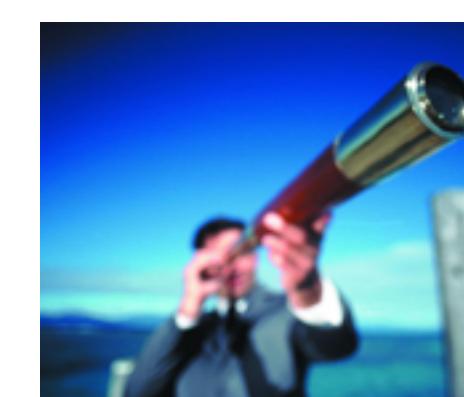
When building your mobile sites, understand that these are optimized for small screens, less than 5 inches in diameter in most cases. Here are a few simple tips to keep your customers happy.

- Customize for Mobile not Desktops
- Don't require users to sit through loads of large images
- Create Short and Concise Forms
- Refrain from hiding content behind multiple clicks

Combine your Email Integration Effectively

Most people now check their email via a mobile device and our platform enables you to integrate your collected information with your email marketing service. In knowing this there are a few points to keep in mind.

- Send both plain text and HTML Versions of your email
- Write Descriptive Alt Text (The Text that appears instead of an image that has failed)
- Be Crystal clear in your subject line
- Make yourself and identifiable sender



MAKE THE MOST OF THE USER EXPERIENCE

Pain the Whole Picture

Use mobile to move leads through your funnel. They've opted in to your campaign or pulled up your site, so they're already interested in you. Take advantage of that knowledge by providing content and a user experience tailored to their needs. Having this will not complete the process for you. You need to make sure you have a concise call to action. Track and compile the CTAs you're using across all marketing campaigns, and select those that make sense to use in your mobile campaigns.

You should also keep your SMS Campaigns fun and interactive. Being bombarded with sales pitches and coupons can get tiresome. Use the Polling and Text to Win features to keep your customers involved and feeling like they are not just a target.

BE LEGITIMATE

Be as legit with mobile marketing campaigns as you are with everything else. If you're doing SMS or MMS, make it clear how to opt out and if any rates may apply if the user engages in your campaign. If users are submitting sensitive information over their mobile device such as email address, or physical address, ensure you've taken precautions to protect that data from unauthorized access.

IMPLEMENT YOUR MOBILE MARKETING

It is important to keep in mind that you need to strategically implement your campaigns. People need to be enticed to join your program. Utilize additional features like QR Codes and Text to Win to build your database through excitement and curiosity. Also do not neglect to train your employees. Employees will be interacting with users of your mobile site, mobile app, or SMS campaigns, ensure they understand the campaigns so they can answer questions and understand their value proposition.

